C4122-2

MARCH 31, 1986

CableVision

THE NEWS AND FEATURES WEEKLY OF THE CABLE TELEVISION INDUSTRY

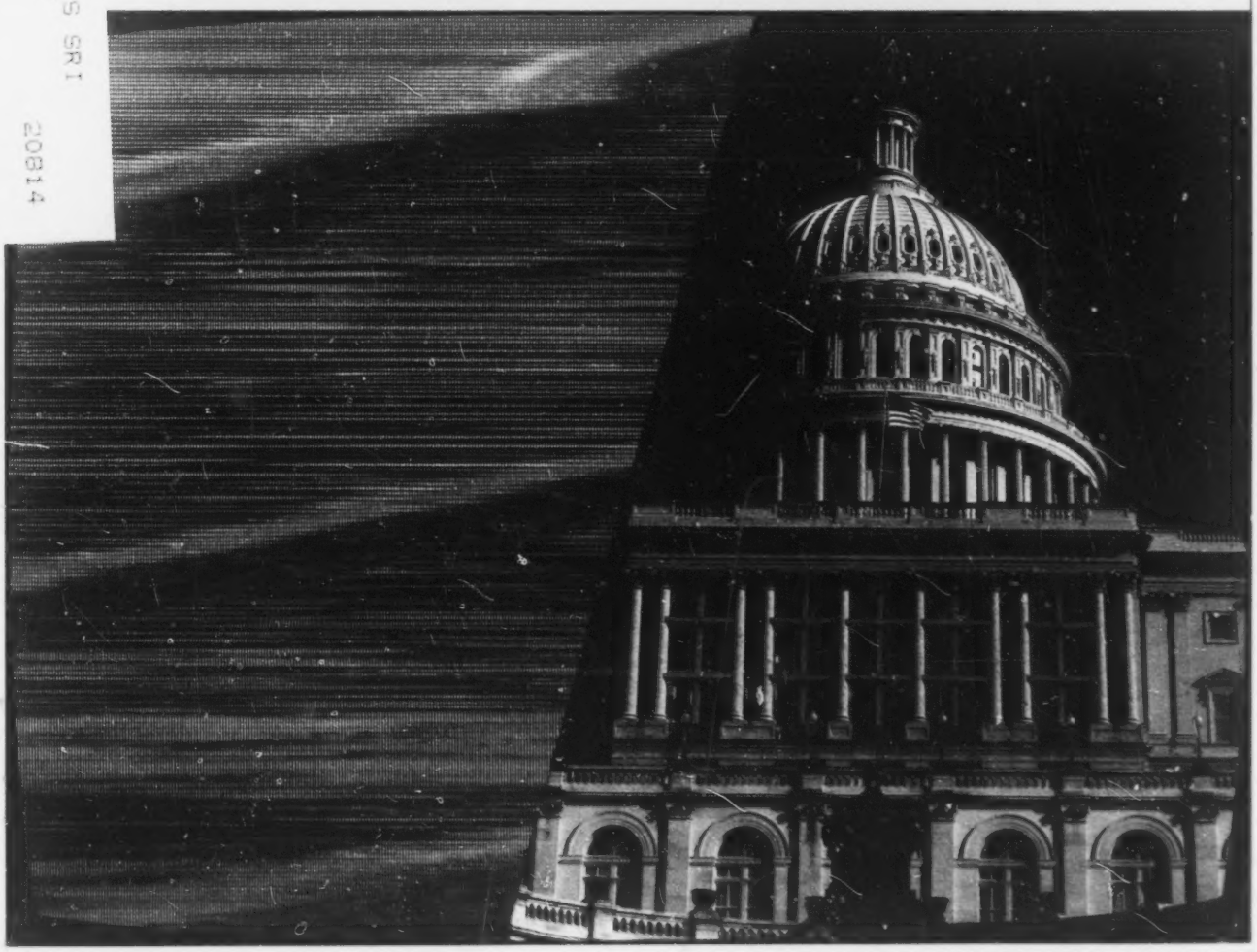
PROGRAMMERS RETHINKING C-BAND DIRECT MARKETING PLANS

TURNER COMPLETES MGM DEAL, HOPES TO KEEP STUDIO

HBO RETURNING TO STRONGER EMPHASIS ON PREBUYS

CBN CANCELS NEWS PROJECT

THE ANTI-THEFT ARSENAL: ARE THE WEAPONS WORKING?



CV 000260827 01
EDITOR ACQUISITIONS SRI
4520 EAST WEST HWY
BETHESDA MD
20814

CableVision

LEADING THE WEEK

Marketing plans 11
Cable programmers are expressing a new willingness to consider third party program packagers, prompted by a Justice Department probe.

Cable 'monopoly' 11
Rep. Billy Tauzin has authored a letter in which he claims the cable industry is attempting to monopolize the sale of programming.

Buyout completed 12
Ted Turner has completed his purchase of MGM. Now he will attempt to maintain ownership of the assets.

CNN scrambles 12
CNN and Headline News begin scrambling tests.

Must-carry pact 14
The FCC was formally presented with the must-carry compromise agreement. The FCC will seek additional input.

Bullish picture 14
Analyst Dennis Leibowitz told the Washington Metropolitan Cable Club that the cable industry is enjoying a bullish marketplace.

Emphasis shifts 15
HBO will return to the financing of motion pictures through prebuying, CEO Fuchs announced.

Show canceled 15
After just eight weeks of existence, CBN has yanked its news program off the air.

Copyright safe 16
Key members of Congress told members of the NCTA and MPAA that cable's compulsory license faces little threat in 1986 despite the breakdown of copyright talks between the industries.

Employee inspiration 16
Cable operators were encouraged to find way to motivate and inspire employees to improve systems performance.

Conspiracy alleged 17
City Communications Inc., one of two unsuccessful bidders for Detroit's $150 million cable contract, has filed a lawsuit seeking $150 million in damages and dissolution of the franchise agreement.

NCTA show coverage

Pirates pact 18
TCI has formed a regional basic interconnect to carry 50 Pittsburgh Pirates baseball games.

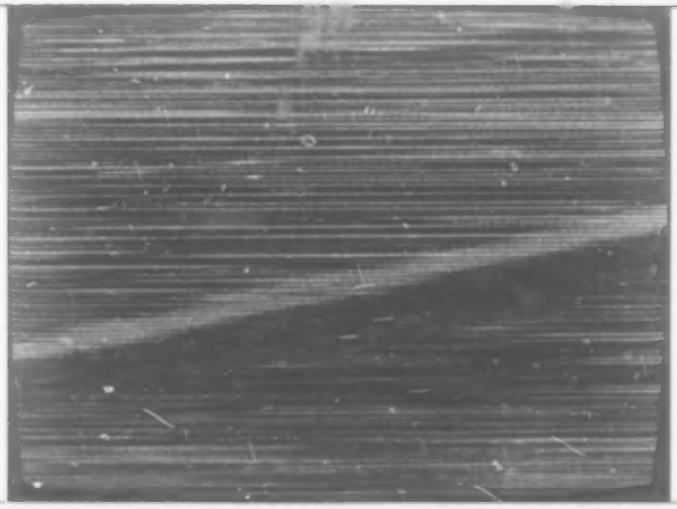
TOPICS

Programming 19
NBC is talking with several entities about offering selected portions of the 1988 Summer Olympics to a regional cable sports network coalition. Also in programming, price and programming are seen as the keys to the future of pay TV.

Business 28
TCI reports a drop in cable earnings for 1985 while posting revenue increases for the company as a whole. Also in business, Tempo has signed NOW Weather as its newest VBI customer.

Departments

People 33
Products 34
Events 37
Classifieds 38
Advertiser's Index 39
Cable Stats 40
Parting Words 42



Cover Story 21
Federal and state laws, combined with ever more sophisticated signal security techniques, comprise a formidable arsenal in cable's battle against theft. But there are many reasons why they aren't being put to full use, even as the annual theft loss totals continues to creep upward. This week's scrambled image photograph was supplied by the Jerrold Division of General Instrument. (We failed to credit Candace Drake of our New York office for last week's cover and other photos from the NCTA Show.)

Cable services subscriber count

Satellite-fed national services

Basic services	Affiliates	Subscribers
ACTS Satellite Network	220	4,000,000
Alternate View Network	63	1,221,164
Arts & Entertainment (A&E)	2,200	18,000,000
BET Entertainment Television (BET)	500	13,035,183
Cable News Network (CNN)	4,102	15,901,000
C-SPAN	2,000	24,000,000
CBN Cable Network	7,812	30,065,000
Country Music Television	900	8,300,000
The Discovery Channel	990	6,225,000
ESPN	12,111	16,900,000
Eternal Word Television Network (EWTN)	775	4,000,000
Financial News Network (FNN)	1,250	21,000,000
Headline News	1,135	14,000,000
Hot Video USA	NA	NA
Home Shopping Network	424	8,000,000
Information Today	19	7,000,000
The Learning Channel	704	6,500,000
Liberty Broadcasting Network	90	1,200,000
Lifetime	644	24,000,000
Music Television (MTV)	1,915	26,000,000
The Nashville Network	1,500	23,000,000
National Jewish Television (NJTV)	241	3,500,000
Nickelodeon	1,250	26,000,000
PTL The Inspirational Network	1,774	12,500,000
RACE Christian Network	NA	NA
Satellite Program Network (SPN)	618	11,000,000
Silent Network	714	6,500,000
SIN Television Network*	900	12,756,500
Success N Life Network	NA	NA
Trinity Broadcasting Network	425	6,233,000
USA Network	1,934	31,000,000
Video Hits One	400	11,000,000
The Weather Channel	2,277	26,200,000
WGN-TV	7,000	17,900,000
WOR-TV	1,400	9,440,000
WPIX-TV	700	5,500,000
WTBS-TV	2,439	16,078,000

Pay services

American Exxtasy	1	80,000
American Movie Classics	140	770,000
Bravo	200	150,000
Cinemax	1,291	7,101,000
The Disney Channel	1,900	7,067,000
FilmAmerik	250	80,000
Home Box Office (HBO)	7,441	14,530,000
Home Theater Network (HTN)	600	600,000
Showtime	1,200	5,400,000
The Movie Channel	1,250	4,250,000
The Nostalgia Channel	80	175,000
The Playboy Channel	540	750,000
Private Ticket	4	N/A

Audio services

Cable Radio Network	1	500,000
KKGO Super Jazz	N/A	NA
Lifestyle	150	1,000,000
Liberty 56	56	875,375
Moody Bible Institute	37	750,000
Satellite Radio Network	70	800,000
Star Ship Stereo Inc.	18	1,000,000
Stereolease	NA	NA
WFMT Chicago	165	1,250,000

Text services

AP News Cable	125	1,000,000
AP News Plus	50	500,000
Cable Sportstracker	12	947,000
DBC MarketWatch	NA	NA
Electronic Program Guide (EPG)	267	1,500,000
EPG Jr.	41	40,435
FAN	4	155,750
Geneva Cable Services	23	680,000
Reuters News View	125	1,250,000
Score	850	16,200,000

Basic services	Affiliates	Subscribers
TV Decisions	106	2,826,401
UPI Data Cable	450	4,000,000
X Press	NA	NA

Non-satellite-fed national services

Bicycled services	Affiliates	Subscribers
Cable Auto Showcase	5	400,000
Fun Network	5	11,044
Nippon Golden Network	5	11,044
Vector Consumer News	12	325,000
Vector Consumer Shopping Guide	15	407,000

Regional entertainment services

Basic services	Affiliates	Subscribers
Atlanta Interfaith	7	150,000
Bay Area Religious Channel (BARC)	4	93,000
Buffalo Sabres Hockey	8	450,000
Cable TV Network of New Jersey	36	1,045,000
The Economical Channel	6	148,000
KTVT	88	2,022,000
Life Network	24	86,000
Madison Square Garden	52	1,800,000
Meadows Racing Network	14	446,000
Mental Channel	2	135,000
Newsday Cable	1	240,019
Prime Ticket	NA	825,000
Towel Cable Network	15	800,000

Pay services

Dodgervision	40	NA
Home Sports Entertainment Houston/Dallas	86	135,800
Home Team Sports	65	199,000
New England Sports Network	107	84,023
PRISM Philadelphia	85	380,000
Pro Am Sports	94	103,000
Sports Channel New England	69	95,000
Sports Channel (New York)	53	433,000
SportsVision (Chicago)	29	164,000
Z Channel	21	95,000

Announced services

Satellite-fed services	Expected Launch
ABC Pay Per View service	4th Quarter 1986
Apollo Entertainment Television	TBA
The Book Channel	TBA
The Box/Vision Channel	TBA
Cablevox	4th Quarter 1986
C.O.M.B. TCI Shopping Service	3rd Quarter 1986
Comedy Television	9-86
Discovery Company Network	1987
Discovery Financial Network	4th Quarter 1986
Discovery Music Network	TBA
El Canal Musical	4th Quarter 1986
Ethnic Radio Networks	TBA
EventTelevision	7-86
International Business Network	4th Quarter 1986
Magicable	TBA
Movie Time	12-86
Nilsat Satellite Digital Network	2nd Quarter 1986
The Success Network	1-87
Tubular Channels	5-86
The Travel Network	4th Quarter 1986

NA denotes not available
TBA denotes to be announced

* Total SIN reach: Spanish-speaking households 4,114,400
Source: Subscribers and affiliate counts are provided by the program service for International Thomson Communications Inc.

National cable advertising

This chart lists national advertisers on the basic cable networks. Some listings are partial.

Arts & Entertainment Network

Arts & Entertainment
Allset (N)
American Express (R)
Armour-Dial (R)
AT&T (various divisions) (R)
Benetton (N)
Buick (R)
Canon (N)
Chevron (N)
Ford Motor Co. (R)
General Motors (R)
Gillette (N)
Greek Tourism (R)
Grey Poupon (N)
Hitachi (R)
Italcable (R)
Kikkoman (N)
MasterCard (N)
New Yorker Magazine (R)
Qantas Airlines (R)
Ralston-Purina (R)
Steinway Pianos (N)
USA Today (R)
Wells Fargo (R)

Black Entertainment Television

BET
American Beauty Products (R)
Anheuser-Busch (R)
Bristol Meyers Co. (N)
C.B. Fleet Co. (N)
Campbell's Soup (R)
Carson Products (R)
Coca-Cola (R)
Columbia Pictures (R)
Concerted Records (N)
Frito-Lay (N)
General Mills (N)
Hershey (R)
Home Box Office (R)
J.C. Penney (R)
Jamaica Tourist Board (N)
KFC Corp. (R)
M&M Products Co. (R)
McDonald's (R)
Mars Inc. (N)
Mobil Oil (R)
Nike (R)
Pepsi Cola (R)
Pro Care (R)
Pro-line (R)
Procter & Gamble (R)
Quaker (R)
Sears Roebuck & Co. (R)
Thompson Medical (R)
U.S. Army (R)
U.S. Marine Corps (R)
Venus De Milo (R)
Warner Bros. (R)
Warner Lambert (R)
Wendy's International Inc (R)

C-SPAN

C-SPAN*
Centel
DuPont
Gannett
General Instrument
Times Fiber
Times Inc.

THE Discovery CHANNEL

The Discovery Channel †
Antiques Magazine
Architectural Digest
Barron's Weekly
Bird Talk
Bon Appetite Magazine
Business Week
Cat Fancy
Changing Times Magazine
Charles Schwab
Consumer Reports
Dreyfus Fund
Enchanted World
Esquire Video Products
Family Computing Magazine
Field & Stream Magazine
Home Magazine
Kent Collectibles
M Magazine
National Business Employment Weekly
Prudential Insurance
Psychology Today
Save The Children's Fund
Smithsonian Magazine
Sports Illustrated
Time + Life Books
Transamerica Occidental
U.S. News & World Report
W Magazine
Wall Street Journal
Working Woman Magazine

The Learning Channel

The Learning Channel
California Beef Council (N)
Charles Schwab (R)
Commodore Computers (R)
Family Computing Magazine (N)
Smithsonian Magazine (R)
Standard & Poor's (R)
Time + Life Books (R)
Working Woman Magazine (R)

The Silent Network †
Campbell's Soup
Hallmark Cards
Kal Kan
Mattel Toys
Solarts
Ultratec

spn

SPN †
AT&T
Bayer
Beechnut
Budweiser
Casio
Continental Airlines
Eventlo
Fisher-Price
Gerber
Heinz
Hilton Hotels
Huggies
Ivory Snow
Johnson & Johnson
Kodak
Maytag
Norelco
Playboy Magazine
Playtex
Redman Chewing Tobacco
Rubbermaid
Sears
Time + Life Books
Tropicana
United Airlines
Valvoline
Vaseline
Windjammer
Yamaha

THE WEATHER CHANNEL

The Weather Channel
A.H. Robbins (R)
Allstate (R)
Amana (N)
American Home Products (R)
Armour-Dial (R)
Champion Spark Plug co. (R)
Chevrolet (N)
Cloroy (R)
Columbian Coffee (R)
Hartford Insurance (N)
Italcable (R)
Kraft Foods (R)
M&M Mars (R)
Michelin (R)
Pearle Vision (R)
Pillsbury (R)
Procter & Gamble (R)
Puerto Rican Tourism (R)
Ralston Purina (R)
S.C. Johnson (R)
Sara Lee (N)
Sears Roebuck (R)
Sterling Drugs (R)
Thompson Medical (R)
United Airlines (R)
Warner Lambert (R)